

Strategic Enrollment Management

Fall Semester 2014 Internal Stakeholder Update

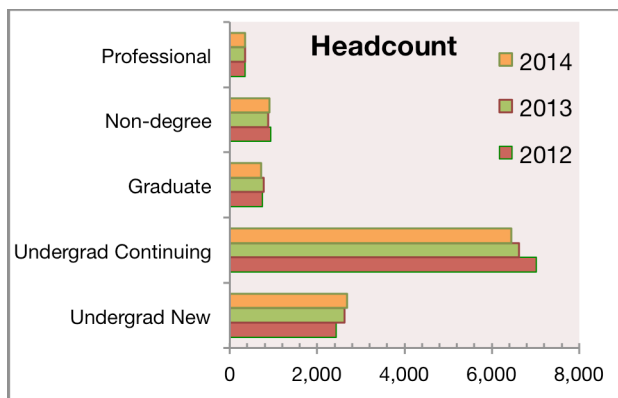
www.d.umn.edu/vcaa/sem

SEM is a subcommittee of UMD Strategic Planning & Budget
www.d.umn.edu/chancellor/governance/committees.html

UMD

UNIVERSITY OF MINNESOTA DULUTH

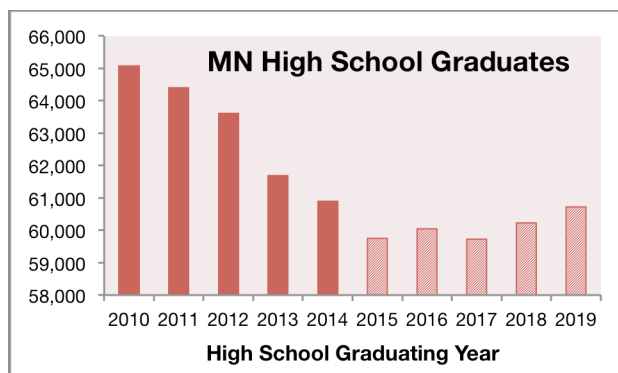
Driven to Discover



Fall 2014 Enrollment Overview

- UMD enrolled 11,093 students in fall 2014 (2013 11,241; 2012 11,491).
- With a total enrollment of 715, graduate student enrollment is at a three year low (2013 781; 2012 753).
- Overall new undergraduate enrollment increased by 2.1% in 2014.
 - New high school: 2,196 (2013 2,054; 2012 1,881)
 - New advanced standing: 455 (2013 530; 2012 513)
 - Inter-University transfer: 30 (2013 40; 2012 43)
- Continuing undergraduate headcount is 6,439, a 2.7% decrease from the previous fall (2013 6,615; 2012 7,015).

In face of continuing decreases in MN high school graduates and increasing inter-state competition, **SEM subcommittee recommends** new student recruitment be adequately supported through marketing resources and scholarships in order to achieve established enrollment goals and to expand geographic markets. UMD seeks to enroll 2,150 New High School and 455 New Advanced Standing in fall 2015.



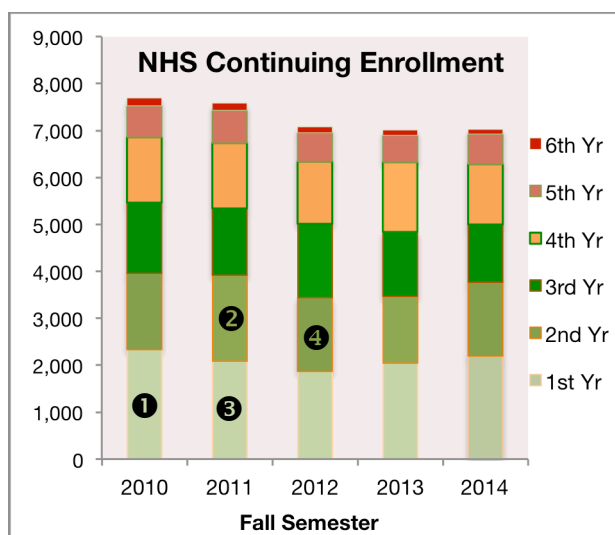
Minnesota High School Graduate Challenges

The number of Minnesota high school graduates is projected to decline to fewer than 60,000 in spring 2015 and remain below 61,000 thru spring 2019.

The percentage of Minnesota high school graduates pursuing post-secondary education within the state was reported at approximately 48% each of the last two years. Meanwhile, the percentage of graduates enrolling out-of-state has continued to increase. The State reports that 14.7% of 2003 graduates enrolled out-of-state the following fall; in 2012 the percentage was 21.3% - evidence of increasing inter-state competition.

More information at <http://www.ohs.state.mn.us/>

UMD's most significant undergraduate enrollment growth opportunity is in increasing the retention of our currently enrolled students, especially within the first two years. **SEM subcommittee recommends** a campus-wide effort to increase first-to-second year retention by three percent by fall 2017, an achievable goal of one percent each of the next three years. UMD's current first-year retention rate is 77.1%.



The Impact of Continuing Student Enrollment

The NHS Continuing Enrollment chart (left) highlights the number of first-thru sixth-year new high school (NHS) students enrolled each fall term.

Sizes of previous new student cohorts along with the annual retention rate of each cohort are the most significant factors in UMD's continuing undergraduate headcount. Two recent NHS examples are highlighted within the chart. The fall 2010 entering class of 2,337 first-time, full-time students^① was retained to the second year at a rate of 77.8% resulting in 1,819 second-year students^② in fall 2011. The fall 2011 NHS cohort of 2,096^③ was retained at a rate of 74.9% resulting in 1,570 second-year students^④ in fall 2012. The net outcome was a one-year drop of 249 second-year students – 60 of which were the result of a 2.9% decrease in student persistence. The movement of larger, higher persisting cohorts through the enrollment funnel and their replacement with smaller, lower persisting cohorts have resulted in an overall decrease in continuing undergraduate students. Recent increases in new student entry cohorts support a positive trend in future continuing headcounts; however, retention rates remain below optimal levels.